



FSC House and *Building & Remodeling with FSC* Guide

Premiering at GreenBuild in November

The residential building and remodeling industry in the U.S. consumes more than 80% of the wood products used in the construction industry. Forest Products Solutions, a forest products consulting firm in Portland, OR, has developed the first “FSC House” tradeshow display in the U.S. and the new *Building & Remodeling with FSC* resource guide to further connect the world’s most responsible forest products with North America’s leading green residential builders.

By partnering with more than twenty-five companies who make and sell FSC-certified products, Forest Products Solutions was able to publish *Building & Remodeling with FSC*. The guide is a valuable resource for developers, residential architects, homebuilders, remodelers, and homeowners who are interested in learning about forest certification, the Forest Stewardship Council (FSC), and strategies for making FSC-certified products part of building projects. The guide is a complement to *Designing & Building with FSC*, a guide meant for those working in commercial construction, which was published a few years ago. Paper for the guide was provided by Mohawk Fine Papers, and printing was provided by Sandy Alexander.

Katie Miller, communications director for FSC-US stated, “the *Building &*

Remodeling with FSC guide is a wonderful tool for anyone involved in residential construction who is interested in ensuring their wood products, from lumber to flooring and cabinets, come from well-managed forests. This guide is a must-have reference tool for any residential builder or remodeler looking to implement green building practices.”

To complement the release of *Building & Remodeling with FSC*, Forest Products Solutions has developed the first-ever “FSC House” tradeshow display in the U.S. The FSC House, to be unveiled at the USGBC GreenBuild Conference and Expo, November 6-8, 2007 in Chicago, IL, is a 20x20ft house constructed entirely of FSC-certified materials. The winning design was selected as part of a national design contest for Emerging Green Builders. Jessica Tennill of One World Architecture,

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Independent Research Finds FSC to be Most Effective Certification Option for Sustainable Forest Management

STANDARDS ON GMOs AND PLANTATIONS CONSIDERED IMPORTANT

New research conducted by Montreal-based management consultants ÉEM Inc. and released this month by environmental publishing advocates Markets Initiative shows FSC to be the most effective certification system for achieving sustainable forest management in Canada.

Unlike the other certification systems, namely CSA, SFI and PEFC, FSC is the only one that prohibits the use of genetically modified trees, prevents the conversion of natural forest to plantations and requires a precautionary approach to the management of areas with high conservation value.

“Forest certification schemes have competed for recognition in the market place for years, but this research clearly shows FSC as being the ideal choice when it comes to sustainability,” said Nicole Rycroft, executive director of Vancouver-based Markets Initiative, which presented the top level findings at an industry conference in late September. “Given the growth of green markets in Canada and around the world, this research can serve as a clear guide for the increasing number of customers looking for environmental solutions.”

More than 200 book, magazine and newspaper publishers in Canada have developed environmental purchasing policies with Markets Initiative. These policies aim to help safeguard ancient and endangered forests and give preference to papers with maximized recycled and agricultural residue content, and virgin fiber from FSC-certified forests. Because of the market demand created by these publishers, more than 50 new papers have been developed with ecological attributes and close to a million trees have been saved by publishers printing on Ancient Forest Friendly and eco-friendly papers. Building on this shift, in September, the Ontario government developed a paper purchasing policy that gives preference to recycled content and FSC virgin fiber.

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FSC-US Regional Standards Review Process

PHASE II NOW LAUNCHED

FSC-US is now entering Phase II of the Regional Standards Revisions Process of actual revisions to the standards, building off the Phase I Standards Review and stakeholder consultation.

A Standards Working Group (the 'crafting branch') has been appointed by the FSC-US Standards Committee of the Board (the 'decision-making branch') and, collectively with stakeholder input (the 'consultation branch'), will all work to ensure that FSC-US standards effectively implement the Principles and Criteria of FSC on the ground. The goal is to have final standards in-place by May 2008.

The feedback provided by stakeholders during the Methodology comment period and at last summer's FSC regional meetings was extremely helpful in refining this process. Stakeholder engagement remains a central part of FSC.

Please check out the FSC-US website—www.fscus.org—for information related to this process, and to learn how to get involved by joining a review committee, providing comments, or contributing to the SRP Scholarship Fund.

Please contact Karen Steer, FSC-US Board member, with any questions or comments and about this process. karennsteer@gmail.com or phone 503-260-8335



FSC International Announces Dates for Next General Assembly

CAPE TOWN, SOUTH AFRICA — NOVEMBER 5-7, 2008

In 2008, FSC will be celebrating 15th years of global forest conservation achievements based on a unique structure that is built upon the principles of participation and equity.

The FSC Board of Directors has instructed the FSC Secretariat to start the organization of the 5th FSC General Assembly for November 5-7, 2008 in Cape Town, South Africa.

As in previous General Assemblies, a series of side meetings and field trips are also planned to take place between November 2nd and 4th. A more detailed program and the official announcement to FSC members and stakeholders will be circulated in the next months.

The FSC General Assembly in Manaus, Brazil, in 2005 brought together more than 300 FSC members from Africa, Asia, Europe and America as well as key observers from different backgrounds, including donors, governments and academic institutions.

FSC encourages all its members and stakeholders from the Global North and South to save those dates and come together to continue working for the future of the world's forests and to celebrate 15 years of overcoming global forestry challenges.

For more information, please contact ga2008@fsc.org

NEWS

FSC HOUSE

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in Bagdad, KY, was the winning designer and she will be present during GreenBuild to discuss her design.

Several green builders in the Portland, OR area spent over 200 volunteer hours to bring the winning house design from a one-dimensional sketch to a three-dimensional 20'x20' fully constructed house. The builders work for a number of contracting firms including GreenHammer Construction, Barrs and Genauer, Arciform, and Brock Critchfield. The professional builders led the build out process but countless other green building enthusiasts pitched in to ensure that there was enough man and woman power to get the job done.

FSC-certified products in the house include: engineered flooring from Anderson Hardwood Floors and Ecotimber; sub-floor plywood and Inland Red Cedar decking from Certified Forest Products; PureBond plywood from Columbia Forest Products; windows from Loewen Windows; interior moldings and trim from Sierra Forest Products; finger-jointed studs and Jager floor joists from Tembec; doors from VT Industries; exterior siding and interior paneling from Western Woods; countertop from Paperstone; dimensional lumber from The Collins Companies and cabinetry by Hines Custom Cabinets. *Environmental Design & Construction* magazine is the media sponsor for FSC House.

Elizabeth Whalen, director of corporate sustainability for Columbia Forest Products believes that, "as an early adopter and long time supporter of FSC, our company is excited to be a part of the FSC House, which will both showcase the diverse mix of companies who support FSC and educate the architecture and design community about the importance of specifying FSC-certified wood products."

Edward Hines Lumber Company of Buffalo Grove, IL has played a vital role in putting on the finishing touches to the FSC House. They are excited to be involved

Each product is incorporated to display its quality and beauty. The house is arranged in a way that fosters interest for the products and allows for multiple educational avenues for each off learning space. This online guide lists the inspiring variety of quality products that will be hard for anyone to forget.

FSCHOUSE

MOVE. SHIFT. ROTATE.



with such an innovative green building display in their hometown. According to Bill Maniates, branch manager at Hines, "everyone is excited about being a part of the FSC house project. We had no shortage of volunteers to assemble the components at our warehouse in Chicago. Participating in GreenBuild will allow us to highlight our custom millwork capabilities using green products as well as hardwood lumber from Chicago's urban forests."

Forest Products Solutions is focused on connecting society to restorative forestry through FSC-certified wood products. To achieve this goal, Forest Products Solutions provides marketing and communication consultation to forest products companies, and offers product research and education to professional firms.

To learn more about the FSC House and download a copy of *Building & Remodeling with FSC* please visit www.fschose.com

MARKETS INITIATIVE REPORT

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"Being the only forest certification comparison that looks at the four North American schemes as they apply in Canada, we hope those in the private and public sectors will use it as a resource as they move forward with environmental paper initiatives," said Paul MacLean, President of ÉEM Inc.

ÉEM's findings also show the use of recycled content is paramount to any credible environmental solution.

ÉEM Inc. is a management consultancy offering leadership in sustainable business practices to a variety of industrial and institutional clients in Québec, across Canada and worldwide.

Markets Initiative works to protect the world's forests, biodiversity and climate by shifting the consumption patterns of industrial paper consumers to eco-friendly options. The organization works collaboratively throughout the entire paper supply chain.

Book Industry Treatise on Responsible Paper

SETS GOAL TO HAVE 20% OF U.S. INDUSTRY'S PAPER FSC-CERTIFIED BY 2012

In September, the Leadership Council for the Book Industry Treatise on Responsible Paper adopted revisions to an industry agreement that urges the book industry to reduce its impacts through the use of recycled paper and renewable energy, protect endangered and high value forests, support best practices in forest management, and support human rights, among other goals.

PAPER

Specifically, the treatise states a goal of shifting the book industry's collective average use of paper certified by the Forest Stewardship Council system to 20% by 2012. In addition, they also state a goal of increasing the use of recycled paper fiber to 30% by the same year, and support "human rights for indigenous and local communities through the use of virgin papers that are FSC-certified."

The Leadership Council that drafted this treatise is chaired by the Green Press Initiative and includes Baker Publishing Group, Chronicle Books, Continuum Publishing, Dirigo Paper, Harvard University Press, Lantern Books, New Leaf Paper, Square One Publishers, and Thomson-Shore Book Manufacturing.

Since its adoption last month, the treatise has been signed by more than 250 publishers, paper manufacturers, printers, booksellers, merchants, religious and educational organizations, and even author Alice Walker.

Tyson Miller, the program director for Green Press Initiative stated, "this is a significant goal as it would represent demand for 200,000 tons of FSC-certified paper annually. It also represents how the book industry is embracing FSC as vital for advancing key protections and best practices on the ground."

This treatise follows on the heels of a partnership earlier this year between the publisher Scholastic Inc. and the non-profit organization Rainforest Alliance involving the largest ever commitment for use of FSC-certified paper in a single book title. When *Harry Potter and the Deathly Hallows* was released to much fanfare this past summer, 65 percent of the 16,700 tons of paper used in U.S. first printing was FSC-certified, and of the paper used contained at least 30 percent post-consumer waste fiber. The next big book release on FSC-certified and recycled paper will be the Bible, scheduled to be released mid-October on a new line of paper manufactured by Domtar. Green Press Initiative has been working on this effort for over a year.

For more information about the treatise and to see the full list of signatories, please visit: www.greenpressinitiative.org/industrytreatise.htm

UPCOMING EVENTS

6-8 NOV **GreenBuild Expo, featuring the FSC Wood Pavilion and FSC House**
McCormick Place, Chicago
www.greenbuildexpo.org

Sustainable Furniture Council

NEW PARTNER IN THE FURNITURE INDUSTRY PROMOTES FSC CERTIFICATION AS VALIDATION OF SUSTAINABLE PRACTICES

The Sustainable Furniture Council (SFC) is a non-profit industry association founded at High Point, NC in October 2006 to promote sustainable practices among manufacturers, retailers, and consumers alike. Their mission is to promote sustainable practices in the home furnishings industry, practices that promote a healthy balance of what is good for environmental conservation, social equity and economic development.

NEWS

SFC's goals are:

- To raise awareness of the sustainability issue
- To assist companies in adopting good practices
- To serve as an information clearing house
- To create a symbol of assurance for consumers

Gerry Cooklin, CEO of South Cone, is the founder of SFC. South Cone is a furniture manufacturer that has held FSC chain-of-custody certification since 2002. Cooklin has been organizing the furniture industry to create SFC for several years as a challenge to the industry to take responsibility for their impacts and support sustainable manufacturing practices.



The SFC recognizes the overwhelming scientific consensus that the world is experiencing dangerous global climate change. SFC members acknowledge the tremendous urgency, and will take immediate steps to minimize carbon emissions, waste stream pollutants, un-recyclable content and primary materials from unsustainable sources from any product platform under their control. Susan Inglis, executive director of SFC, stated that "our conviction is that illegal logging is the most dramatic way in which our industry is contributing to the global climate crisis, and we agree with FSC that a verifiable chain-of-custody is the only way to be sure that wood is legal."

SFC members support the triple bottom line of "PEOPLE—PLANET—PROFITS" and intend to lead the industry in developing awareness of best practices throughout their supply chains by increasing their purchases from suppliers that show continual improvement toward meeting SFC's high standards.

Importantly, SFC believes that sustainability has become a mandate among the buying public. As consumers become more educated, they seek out acceptable choices that meet their needs for style, value, and eco-responsibility.

In 2008, SFC will be launching a public advertising and in-store tagging program for consumers to identify retailers and products which exceed SFC's threshold sustainability standards. The SFC Standards Committee is currently reviewing all legitimate, independent certification schemes to establish eligibility requirements. SFC currently has more than 100 members and is growing strong, with a presence at all major furniture trade shows throughout the country.

For more information: www.sustainablefurniturecouncil.com



OUR MISSION: Create a marketplace that promotes well-managed forests by ensuring forestry practices that are environmentally responsible, socially equitable, and economically viable.

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